INDEX TO DUN'S

JANUARY 1971 – JUNE 1971, VOLUME 97, NUMBERS 1 – 6

TITLES OF ARTICLES AND OF DEPARTMENTAL ITEMS LISTED UNDER ALPHABETICAL SUBJECT INDEX

KEY TO INDEX SYMBOLS:

(D) Departmental
(BF) Business Failures
(EI) Executive Investor
(MI) Modern Industry
(IB) International Business
(WS) Wall Street Beat
(SM) Sales & Marketing
(PM) Personal Memo

–A–

ACQUISITIONS

'I Sold My Company' (A Horror Story) — Feb. 48

ART

Business and the Museum — Mar. 70

–B–

BANKING

Maine Idea in Banking — Apr. 68

BOOK REVIEWS

THE MERGER GAME by Stan Sauerhaft — May 115

BUSINESS FAILURES

Business Failures — Monthly Column

–C–

COMPANIES

Texaco's Fire Chief — Jan. 26
Alza's Big Promise — Jan. 53
The Man From Mars — Feb. 40
Accelerating Volvo's Pace — Feb. 58
A Tougher Univac? — Feb. 58
Behold Diebold — Feb. 59
Hittman's Other Folly — Feb. 59
The Ogilvy Pitch — Feb. 60
The Sears Way — Mar. 54
The Light Touch — Mar. 70
The Changing Chemistry of du Pont — Apr. 35
Green Is Beautiful — Apr. 68
Missing the Timing — Apr. 69
Interesting Profits — Apr. 70
Better Year for Goodyear — Apr. 73
The Greening of International Paper — May 36
Patience for a Pipeline — May 76
An Elevator to Profits — May 78
Busy Signal at Burnup & Sims — May 78
A Cure for the Cold? — Jun. 64

COMPENSATION

What's Wrong With Bonuses? — Apr. 42
New Executive Perk: Loans for Options — Jun. 39
Riskless Options? (PM) — Jun. 71

CRIME

Organized Crime vs. Business — Jan. 10
The Computer: A Target — Jan. 34
The Sleuth of Wall Street — Mar. 71

–E–

ECONOMICS

The Economy (Monthly)
Washington Shifts Gears — Jan. 9
A Nixon-Burns Battle? — Feb. 9
Will Predictions Pan Out? — Mar. 9
Crisis of Confidence — Apr. 9
A Lid on Wage Gains? — May 13
Have We Been Here Before? — Jun. 13
'Controls May Be Necessary' — Jan. 37
'Where's the Upturn?' — May 47

EDUCATION

Filling the Computer Gap — May 77

EXECUTIVE PLACEMENT

Executive Placement Firms–'They Got Me Nowhere' — Apr. 59

EXECUTIVES

Executives in Ferment — Jan. 23
Why Sales Meetings? — Feb. 37
The Plight of the Fired Executives — Feb. 43
The Woes of the Card-Carrying Executive — Mar. 36
The Trauma of the Transferred Executive — May 40

–G–

GOVERNMENT

Washington Desk — Monthly Column
Congressional Hearings: A Trap for Businessmen? — Mar. 44
The Man From OPIC — Apr. 70
President's Negotiator — May 76
A New Day at the SBA — Jun. 42
Domestic Aid for Rural U. S. — Jun. 62

GOVERNMENT RELATIONS

Washington's Corporate Ambassadors — Apr. 48

–I–

INDUSTRY

Voice of Industry — Monthly Column
The New Money in Movies — Feb. 33
Electric Utilities: The Heat's On (MI) — Mar. 83
The Hurry-Up Job of Printing Prospectuses — Apr. 62
The New Sparkle in Crystals (MI) — May 89

INTERNATIONAL

The Boom in British Horses — Jan. 44
Talking Back to IBM — Jan. 52
The Nixon Click (IB) — Jan. 62
The New U. S. Bankers Abroad — Feb. 51
The Empty Skyscraper (IB) — Feb. 75
New Troubles for the Dollar? — Mar. 49
Executive Swapping in Business (IB) — Mar. 77
The Man From OPIC — Apr. 70
The Big Jackpot in Slot Machines — May 51
The Hamburger Goes Abroad (IB) — May 83
Close-up: Can We Do Business with China — Jun. 14
Making Book on the Dow (IB) — Jun. 75
Serving a New Empire (IB) — Jun. 79

INVESTMENTS

The Late Tape — Monthly Column
The Great Crash in Growth Stocks — Jan. 30
A Dividend for Citibank — Jan. 52
Jennison's 'Stars' — Jan. 54
Easier Money–But Which Stocks? (EI) — Jan. 71
Candidates for Consumer Dollars (EI) — Feb. 85
Meet Ginny Mae — Mar. 72
The Contrarian (WS) — Mar. 100A
Something for Every Taste (EI) — Mar. 109
The OJ Play: Tough and Tangy — Apr. 55
The Troubled Oils (WS) — Apr. 85
Four for a Pick-up (EI) — Apr. 95
Bonds of Oblivion — May 72
A Time for Mutual Funds? (EI) — May 117
Action Over-the-Counter — Jun. 29
Dispassionate Venturer — Jun. 64
And Now–the Four-Day Week (EI) — Jun. 93

–L–

LEISURE

The Executive Schuss — Mar. 66
High Flyers of Business — Jun. 46

TOPICS INDEX

—M—

MANAGEMENT

Input-Output: Management's Newest Tool	Mar.	57
The Great Cost Cutback	Mar.	63
SPS: Trouble at the Top	Mar.	72
Peter Drucker Attacks: Our Top-Heavy Corporations	Apr.	38
Inside the GAF Battle	Apr.	45
Top Management Is Getting Tough	May	44
Management Rediscovers CPM	May	57
Rebuilding Johns-Manville	May	77
The Bob Six Show Rolls On	Jun.	34
The Mess in the Factory	Jun.	56

—P—

PENSIONS

The Great Pension Controversy	May	33

PERSONNEL

'It's Hell in Personnel'	Mar.	40
The Boom in Bright Ideas	May	67

—R—

REAL ESTATE

The Empty Skyscraper (IB)	Feb.	75
A New City in a Hurry	Jun.	63

—S—

SALES & MARKETING

Converting England	Jan.	53
Can Dart Take on Avon? (SM)	Jan.	57
Burlington's Reach for Identity (SM)	Feb.	69
'I Sell Japanese Steel'	Jun.	49
The Pragmatic Supermarketer	Jun.	62

STOCKHOLDER RELATIONS

Annual Meeting—1971	Mar.	31
Inside the GAF Battle	Apr.	45
The New Turmoil in Proxies	May	54

—T—

TAXES

Close-up: The Booby Traps in Executive Taxes	Feb.	10
Close-up: Is a Tax Cut Coming?	Apr.	14

AUTHOR INDEX

KEY: D - DEPARTMENTAL SUBJECT

—B—

BERKWITT, GEORGE J.

Executives in Ferment	Jan.	23
Why Sales Meetings?	Feb.	37
Accelerating Volvo's Pace	Feb.	58
Input-Output: Management's Newest Tool	Mar.	57
Electric Utilities: The Heat's On (D)	Mar.	83
Top Management Is Getting Tough	May	44
Management Rediscovers CPM	May	57
The Mess in the Factory	Jun.	56

BRADY, RAYMOND

The Late Tape	Monthly Column	
The Contrarian (D)	Mar.	100A

BUTKUS, ALVIN A.

Texaco's Fire Chief	Jan.	26
The Man From Mars	Feb.	40
A Tougher Univac?	Feb.	58
The Sears Way	Mar.	54
SPS: Trouble at the Top	Mar.	72
The Changing Chemistry of du Pont	Apr.	35
Interesting Profits	Apr.	70
The Greening of International Paper	May	36
Patience for a Pipeline	May	76

BROY, ANTHONY

The New Sparkle in Crystals (D)	May	89

—H—

HERSHMAN, ARLENE

Jennison's 'Stars'	Jan.	54
The New Money in Movies	Feb.	33
Meet Ginnie Mae	Mar.	72
The OJ Play: Tough and Tangy	Apr.	55
Maine Idea in Banking	Apr.	68
The Great Pension Controversy	May	33
Rebuilding Johns-Manville	May	77
Action Over-the-Counter	Jun.	29
Dispassionate Venturer	Jun.	64

HERZBERG, EILEEN

The Empty Skyscraper (D)	Feb.	75
The Hamburger Goes Abroad (D)	May	83
Making Book on the Dow (D)	Jun.	75

—L—

LEKACHMAN, ROBERT

The Economy - Monthly Column		
Washington Shifts Gears	Jan.	9
A Nixon-Burns Battle?	Feb.	9
Will Predictions Pan Out?	Mar.	9
Crisis of Confidence	Apr.	9
A Lid on Wage Gains?	May	13
Have We Been Here Before?	Jun.	13

LEVY, ROBERT

A Dividend for Citibank	Jan.	52
Behold Diebold	Feb.	59
The Ogilvy Pitch	Feb.	60
The Executive Schuss	Mar.	66
The Light Touch	Mar.	70
The Hurry-Up Job of Printing Prospectuses	Apr.	62
Better Year for Goodyear	Apr.	73
The Boom in Bright Ideas	May	67
Bonds of Oblivion	May	72
Busy Signal at Burnup & Sims	May	78
High Flyers of Business	Jun.	46
A New City in a Hurry	Jun.	63

—M—

MAIER, ART

Congressional Hearings: A Trap for Businessmen?	Mar.	44

MARTIN, NEIL A.

The Nikon Click (D)	Jan.	62
The Great Cost Cutback	Mar.	63
Inside the GAF Battle	Apr.	45
'Where's the Upturn?'	May	47
'I Sell Japanese Steel'	Jun.	49

MURRAY, THOMAS J.

Alza's Big Promise	Jan.	53
Converting England	Jan.	53
Can Dart Take on Avon? (D)	Jan.	57
The Plight of the Fired Executives	Feb.	43
'It's Hell in Personnel'	Mar.	40
Peter Drucker Attacks: Our Top-Heavy Corporations	Apr.	38
The Trauma of the Transferred Executive	May	40
An Elevator to Profits	May	78
The Bob Six Show Rolls On	Jun.	34
A Cure for the Cold?	Jun.	64

—P—

PERHAM, JOHN

The Computer: A Target	Jan.	34
Annual Meeting—1971	Mar.	31
The Woes of the Card-Carrying Executive	Mar.	36
What's Wrong With Bonuses?	Apr.	42
Missing the Timing	Apr.	69
The New Turmoil in Proxies	May	54
Filling the Computer Gap	May	77
New Executive Perk: Loans for Options	Jun.	39
The Pragmatic Supermarketer	Jun.	62

POINDEXTER, JOSEPH

Hittman's Other Folly	Feb.	59
Burlington's Reach for Identity (D)	Feb.	69
Business and the Museum	Mar.	70
Green Is Beautiful	Apr.	68

—R—

ROSEN, GERALD R.

Washington Desk	Monthly Column	
Organized Crime vs. Business	Jan.	10
'Controls May Be Necessary'	Jan.	37
Close-up: The Booby Traps in Executive Taxes	Feb.	10
The Sleuth of Wall Street	Feb.	71
Close-up: Is a Tax Cut Coming?	Apr.	14
Washington's Corporate Ambassadors	Apr.	48
The Man From OPIC	Apr.	70
The Great Pension Controversy	May	33
President's Negotiator	May	76
A New Day at the SBA	Jun.	42
Domestic Aid for Rural U. S.	Jun.	62

ROSS-SKINNER, JEAN

The Boom in British Horses	Jan.	44
Talking Back to IBM	Jan.	52
The New U. S. Bankers Abroad	Feb.	51
New Troubles for the Dollar?	Mar.	49
Executive Swapping in Europe (D)	Mar.	77
The Troubled Oils (D)	Apr.	85
The Big Jackpot in Slot Machines	May	51
Close-up: Can We Do Business with China?	Jun.	14
Serving a New Empire (D)	Jun.	79

—S—

SHAPIRO, MAX

The Great Crash in Growth Stocks	Jan.	30

—W—

WYANT, ROWENA

Business Failures	Monthly Column	

COMPANY INDEX

A

AB Volvo: Feb. 58 (X)
Addmaster Corp.: Jan. 53 (X)
Aerocon, Inc.: Jun. 48
Aetna Life & Casualty: Mar. 56
Agfa-Gevaert: Mar. 77
Aileen, Inc.: Mar. 100A
Air Canada: May 68
Air Reduction Co.: May 45
Alberto Culver Co.: Apr. 76
Allegheny Power System: Jan. 52
Allied Chemical: May 92; Jun. 40
Allis Chalmers Mfg. Co.: Apr. 14; Jun. 40
Aluminum Co. of America: Mar. 84, 86
Alyeska Pipeline Service Co.: May 76
Alza Corp.: Jan. 53
American Airlines: Feb. 37, 38, 81; May 33, 45; Jun. 37, 89
American Distilling Co.: Mar. 70
American Electric Power Co.: Mar. 83, 84, 88
American Express: Jan. 54; Mar. 36, 37, 38
American Stationery Products Corp.: May 24
American Telegraph and Telephone: Jan. 52, 53; Mar. 33, 34, 90, 100B; May 34
Ameron, Inc.: Mar. 41, 43
AMF Inc.: May 34; Jun. 57
AMK Corp.: May 56
AMPEX Corp.: Apr. 89
Arabian American Oil Co.: Jan. 29
Arizona Public Service Co.: May 54
Armco Steel Corp.: Mar. 58; Jun. 55
Associated Leisure: May 53
Associated Truck Lines: Apr. 92
Atalanta Corp.: May 10
Atlantic Richfield Co.: Feb. 82; Mar. 37
Avco Corp.: Feb. 12; May 46
Avon Products, Inc.: Jan. 57, 58, 61; Apr. 76

B

Bache & Co.: Jun. 29
Baker, Weeks: Jan. 28
Balamundi: Mar. 78
Bally Manufacturing: May 51, 52
Bank of America: Mar. 96; May 21; Jun. 44
Bank Building Corp.: Jun. 32, 33
Bank of China: Jun. 16
Bankers Trust: Feb. 52, 54
Bankers Trust International: Feb. 52, 54
Banque de Bruxelles: Mar. 77
Baring Bros.: Feb. 51, 52
Baum, William G.: May 57
Beatrice Foods Co.: Feb. 39; Apr. 95
Becton, Dickinson & Co.: Feb. 37
Beech Aircraft Corp.: Jun. 46
Bell Fruit Manufacturing Co.: May 53
Bell & Howell Co.: Jun. 9
Beneficial Corp.: Jun. 40
Benson Shoe Co.: Jun. 43
Berry Bros. & Rudd: Feb. 26
Bessemer Securities Corp.: May 38
Boise Cascade Corp.: Feb. 12, 33, 34
Borden, Inc.: May 57, 58
Borg-Warner Corp.: Jun. 60
Bowne, Inc.: Apr. 63, 64, 65
Bristol-Myers Co.: Jan. 57; Feb. 33, 34; May 70
British Petroleum: Apr. 85, 86
British United Airways: Feb. 30
Broadway-Hale Stores: Mar. 41
Bulova Watch Co.: May 45, 46, 90
Burger King: Jun. 43
Burlington Industries: Feb. 37, 38, 69 (X)
Burnup & Sims: May 78
Byoir, Carl, & Associates: Mar. 36

C

Caisse Générale d'Epargne et de Retraite: Mar. 78
Caltex: Jan. 28, 29
Canal-Randolph Corp.: May 54
Cannon Productions: Feb. 34
Capital Guardian Research: May 34
Caribbean Bank: June 80
Caterpillar Tractor: Apr. 76
Celanese: Mar. 38, 57; Apr. 36; Jun. 40
Cenco Instruments: Mar. 109
Central Louisiana Electric Co.: Jan. 71
CER Geonuclear Corp.: Jun. 32
Cessna Aircraft Co.: Jun. 46
Chase Manhattan Bank: Feb. 51, 52; Mar. 46; May 35; Jun. 41, 44
Chemical Bank: Feb. 51, 52; May 45, 46
Chemical Fund: May 118
Chevron: Apr. 85
Chicken Delight: May 84
Chock Full O' Nuts: May 84
Circle Floor Co.: Apr. 47
Clark Equipment Co.: Jan. 25
Clark, J. L., Manufacturing: Jun. 32
Coca-Cola Bottling Co. of Los Angeles: Jun. 10, 11
Cockerill-Ougrée: Mar. 78
Coherent Radiation: Jun. 31
Coin Concessions, Ltd.: May 51, 52, 53
Colonial Stores, Inc.: May 9; Jun. 62
Colorado Power & Light: Mar. 88
Colt Industries: Apr. 43, 44
Combustion Engineering: Mar. 58, 86; May 24
Commonwealth United: Mar. 49
COMSAT: Feb. 16F; Mar. 90
Connecticut Bank & Trust: May 57
Conrac Corp.: Jun. 57, 60
Consolidated Edison: Mar. 34, 90, 105
Continental Air Lines: Feb. 81; Jun. 35 (X)
Continental Conveyor Co.: Jun. 43
Continental Illinois National Bank: Feb. 56; Jun. 44, 80
Continental Oil Co.: Apr. 48, 76B
Control Data Corp.: Jan. 30; Feb. 58
Coral Index, Ltd.: Jun. 75
Credit Lyonnais: Jun. 80
Credit Suisse: Feb. 51
Crispus Attucks Foundation: Apr. 69
Crocker-Citizens National Bank: Feb. 51
Crowell, Collier & Macmillan Co.: Mar. 71
Crown Agents: Feb. 56; Jun. 79
Crown Cassette Communications: Jun. 84
Crown Cork and Seal Co.: May 107
Crown Zellerbach Corp.: May 36
Crum & Forster: Jun. 30
Cubic Corp.: May 78 (X)
Cybermatics, Inc.: Mar. 58
Cybernetic Applications, Inc.: Jan. 76

D

Dana Corp.: Jun. 40
Dart Industries: Jan. 57 (X)
Data Dynamics Inc.: Feb. 43
Data General Corp.: Jun. 66
Davis Aircraft Co.: Feb. 26
Delta Air Lines: Feb. 81
Depositors Corp.: Apr. 68
Deutsche Erdöl, A. G.: Jan. 29
Diamond Shamrock Corp.: May 58, 59
Diebold Computer Leasing: Feb. 60
Diebold, Inc.: Feb. 59 (X); Jun. 80, 83
Diebold Venture Capital Corp.: Feb. 60
Digital Equipment Corp.: Mar. 86; Apr. 89
Diners Club: Mar. 36, 37, 38
Donaldson, Lufkin, Jenrette Foundation: Apr. 69
Donnkenny, Inc.: Jun. 32
Dow Chemical Co.: Jan. 34, 36; Mar. 31, 35, 90
Doyle, O'Connor: Jun. 29
Dr. Pepper Co.: Jun. 11
Dreyfus Fund: May 118
Dryfoos, J. M., & Co.: Jun. 30
Dunkin' Donuts Inc.: May 86
Duplan Corp.: Jun. 11
du Pont, E. I., de Nemours & Co.: Mar. 34; Apr. 35 (X); May 54, 56
Duro-Test Corp.: Feb. 39

E

Eagle-Picher Industries: Apr. 95
Eastern Air Lines: Feb. 81; Jun. 35, 36, 86
Eastman Kodak Co.: Jan. 62; Mar. 93; May 67, 68, 70
Eaton Yale & Towne: May 67
Eberline Instruments: Jun. 32
Edwards, A. G., & Co.: Jun. 32
EG & G Inc.: Jan. 31
Electronic Data Systems Corp.: Jan. 30, 31
Eltra Corp.: Mar. 34, 90, 93
Encyclopaedia Britannica: Jan. 34
Engelhardt Industries: May 92
England Power & Light Co.: Mar. 86
Equity Oil: Jun. 32
ESB Inc.: Jun. 60
Esperance Longdoz: Mar. 78
Esso Belgium: Mar. 77, 80
Esterline Corp.: Apr. 43
Ethyl Corp.: Mar. 34; May 38
Ex-Cell-O Corp.: Jun. 57
Expediter Systems: Jun. 66

F

Fabrique Nationale d'Armes de Guerre: Mar. 78
Fairchild Camera and Instrument: Jan. 31; May 92; June 9
Fanfare Productions: Feb. 34
Fanny Farmer Candy Shops: Apr. 47
Farah Mfg. Co.: Feb. 85, 86
Federal National Mortgage Association: Jan. 71, 72
Federated Department Stores: Mar. 34; Apr. 89; Jun. 33
Fiat: Jun. 15
Firestone Tire & Rubber Co.: Apr. 73
First City National Bank of Houston: Feb. 51, 52
First Connecticut SBIC: Jun. 44
First Harlem Securities Corp.: Apr. 69
First National Bank of Chicago: Feb. 52, 54
First National Bank of Houlton: Apr. 68
First National City Bank: Jan 52 (X); Apr. 69; Jun. 13, 41, 44, 94
First Pennsylvania Banking and Trust: Feb. 51
Flintkote Co.: Jun. 11
Ford Foundation: Mar. 46; Apr. 69
Ford Motor Co.: May 33, 34, 35, 54; Jun. 40, 50
Foto-Mem, Inc.: Apr. 69 (X)
Four Seasons Nursing Homes: Mar. 49
Franklin Stores Corp.: Jan. 73
Freuhauf Trailer: Jun. 63
Futurecraft: May 92

G

GAF Corp.: Apr. 45 (X)
Garland Foods: Jun. 44
GBK Enterprises: Jan. 20
GE/Honeywell: Feb. 58; May 57, 59
General American Investors Co.: May 118, 120
General Automotive Parts: Jun. 32, 33
General Crude Oil: Apr. 89, 91, 92
General Electric Co.: Feb. 33, 34; Mar. 84, 93; Apr. 14; May 34, 35, 57, 92, 104
General Foods Corp.: May 84
General Mills: May 84, 86
General Motors: Jan. 9, 37, 67; Mar. 31, 33, 34, 35, 89; Apr. 40; May 55, 67, 68, 104; Jun. 10, 44, 50
General Time Corp.: Apr. 47
General Tire & Rubber Co.: Jun. 40
Genuine Parts Co.: Jan. 67
Georgeson & Co.: Mar. 34, 93
Georgia-Pacific Corp.: Mar. 71, 100B; Apr. 70
Giant Food: May 9, 10
Giffen Industries: Mar. 49
Gimbel Bros.: Mar. 54
Gingiss Formal Wear, Inc.: Jan. 19
Glendale National Bank: Mar. 20A
Goldman, Sachs: Jun. 44
Goodrich, B. F., & Co.: Apr. 73
Goodyear Tire & Rubber Co.: Apr. 48, 50, 73, 76B
Gould Inc.: Jun. 57
Government National Mortgage Association: Mar. 72 (X)
Grace, W. R.: Mar. 110
Gray Drug Stores: Feb. 86
Great Atlantic & Pacific Tea Co.: Mar. 31
Greyhound Corp.: Mar. 35
Gulf Oil Corp.: Jan. 28; Feb. 82; Apr. 85, 89
Gulf States Utilities: Jan. 71
Gulf & Western Industries: Mar. 100A; May 38
Gulfstream Land & Development: Jun. 33

H

Hambros Bank: Feb. 52
Hammermill Paper Co.: May 36
Hanna Mining Co.: Apr. 95
Harshaw Chemical Co.: May 92
Helene Curtis Industries: Jan. 57
Helmsley-Spear Inc.: Mar. 28
Hercules, Inc.: Mar. 34, 56
Hershey Foods Corp.: Feb. 41, 42
Hewlett-Packard Corp.: May 90, 92
Hill & Knowlton, Inc.: May 115
Hill Samuel: Feb. 54
Hittman Associates Inc.: Feb. 59
Hoffman, P. R.: May 94
Holophane Co.: May 77
Honeywell Inc.: Feb. 30
Hot Line Credit Registry Service: Mar. 38
Houston Lighting & Power: Jan. 71
Hughes Air West: Jun. 86
Hughes Supply, Inc.: Mar. 105, 106
Humble Oil: Jan. 28
Hunt Wesson: Mar. 43
Hydroculture: Jun. 31

I

Ideal Basic Industries: Jan. 67
INA Corporation: Jun. 30
Incredible Restaurant Co.: May 83, 84
Indian Head, Inc.: Jun. 40, 71
Ingersoll Milling Machine Co.: Jun. 60
International Business Machines: Jan. 30, 52; Feb. 58; Mar. 100B; Apr. 37; May 21, 68, 92
International Paper Co.: May 36 (X)
International Telephone & Telegraph: May 57,

59; Jun. 44
Interpublic: Jun. 10
Interstate Stores: Mar. 54
Irving Trust Co.: Jun. 41
Itek Corp.: Jan. 31; May 34
ITT Levitt: Jun. 63, 64

J

Jennings Corp.: May 53
Jennison Associates: Jan. 54
Jewel Companies Inc.: May 9
Jim Walter Corp.: Jan. 73; Apr. 70
Johns-Manville Corp.: Mar. 31; May 56, 77

K

Kaiser Aluminum & Chemical: Apr. 70
Kayex: May 92
Kentucky Fried Chicken: May 84
Kidde, Walter, & Co.: Jan. 30; Mar. 100A
Kinney Services Inc.: Apr. 47; May 46
Kraftco Corp.: Feb. 42
Kroger Co.: May 9

L

Lane Bryant Inc.: May 9
Leeds & Northrup Co.: Mar. 88
Levitt & Sons: Apr. 37
Libby-Owens-Ford: Mar. 43
Lilly, Eli, & Co.: Apr. 50, 76B
Little, Arthur D., Inc.: Mar. 58; May 92
Litton Industries: Jan. 30, 31; May 35
Lockheed Aircraft: Mar. 44
Loew's Theatres: Jan. 25; May 45
Londontown Manufacturing Co.: Apr. 96
Lowen Automaten: May 52
LTV: Mar. 96
Lucas, Jospeh, Ltd.: May 70
Lucky Stores Inc.: May 9
Lum's Inc.: May 84
Lybrand Ross Bros. & Montgomery: Mar. 35

M

MacDonald, E. F., Co.: Feb. 39
Maine National Bank: Apr. 68
Maine Yankee Atomic Co.: Mar. 86
Mallinckrodt Chemical Works: Jun. 32
Manufacturers Hanover Trust: Feb. 51, 52
Manufacturers National Bank of Detroit: Feb. 51
Mariott Corp.: Jan. 54
Mars Co.: Feb. 41 (X)
Marshall Field & Co.: Mar. 56
Martin-Marietta Corp.: Jan. 67; Feb. 82; Jun. 39 40, 63
Marubeni-Iida Co., Ltd.: Jun. 50 (X)
Matheson and Co.: Jun. 15
Mattel Co.: Feb. 33
McDonald's Corp.: May 84; Jun. 43
McKinsey & Co.: Jan. 29
MDC Systems Corp.: May 57
Mead Corp.: Mar. 106; May 36
Mecca Leisure Co.: May 51, 53
Menasha Corp.: Mar. 41, 43
Merck & Co.: May 54
Merrill Lynch, Pierce, Fenner & Smith: Mar. 71
Merritt Chapman: Mar. 71
Metro-Goldwyn-Mayer: Feb. 35, 36
Metropolitan Life Ins. Co.: Mar. 41, 42, 43; May 68, 70
Middendorf, Colgate & Co.: Jun. 30
Midland Capital: Jun. 44
Millbank Technical Services: Jun. 83
MLW Industries: Jun. 82
Mobil Oil Corp.: Jan. 28; Apr. 76, 86
Mohawk Data Systems: Jan. 30
Monsanto Co.: Mar. 58; May 30
Montgomery Ward: Mar. 54
Morgan Foundation: Apr. 69
Morgan Guaranty Trust: May 35
Morton, Jack, Productions: Feb. 39
Motorola, Inc.: May 46, 90, 92, 94; Jun. 33
Murphy Oil Corp.: Mar. 106
Myers, L. E.: Mar. 105

N

Nabisco: Jun. 62
Narragansett Capital of Rhode Island: Jun. 44
National Airlines: Feb. 81
National Cash Register: Feb. 37, 58; May 57, 67
National City Bank of Cleveland: Feb. 51, 52
National Corporation for Housing Partnership: Feb. 16F
National Data Corp.: Mar. 37
National Distillers & Chemical Co.: Mar. 70
National Homes Corp.: Jan. 73; Apr. 37
National Lead: Mar. 86
National Shawmut of Boston: Feb. 51
National Westminster Bank: 51
Natomas Co.: Jun. 33
Newport Pharmaceuticals International: Jun. 64
Niagara Share Corp.: May 120
Nippon Kogaku K. K.: Jan. 62 (X)
Norelco: Jun. 9
Norman, Craig & Kummell: Jun. 26
North American Rockwell Corp.: Feb. 43, 44; Mar. 58
Northern Trust Co.: Feb. 51, 52
Northwest Airlines: Feb. 81; Jun. 35
Norton Co.: Jan. 23; May 92
NSM: May 52, 53

O

Occidental Petroleum: Jan. 29; Apr. 85
Ocean Drilling & Exploration Co.: Mar. 106
Ogilvy & Mather International: Feb. 60 (X)
Oldham Estates Ltd.: Feb. 75 (X)
Olivetti: Jan. 54
Optical Scanning Corp.: Jan. 31
Orion Bank Ltd.: Feb. 51, 54, 56
Orion Termbank Ltd.: Feb. 52
Otis Elevator Co.: May 78
Outboard Marina: Jun. 93
Overseas Private Investment Corp.: Apr. 70
Ozark Air Lines: Jun. 86

P

Pacific Telephone & Telegraph Co.: Mar. 43
Paidar, Emil J., Co.: Jun. 43
Pan American Airways: Jun. 35, 89
Pandick Press: Apr. 63, 64, 65
Paramount Pictures: Feb. 36
Peat, Marwick, Mitchell & Co.: Apr. 44, 76
Penn Central Railroad: Mar. 44, 50; Apr. 28A; May 39
Penney, J. C.: Mar. 54
Pepsi-Cola: Feb. 39
Peter Paul Inc.: Feb. 42
Petroleum Economics, Ltd.: Apr. 85, 86
Phelps Dodge: Mar. 34
Philadelphia Electric Co.: Mar. 105
Philip Morris, Inc.: Mar. 109, 110
Photo Magnetic Systems: Jun. 43
Pinkerton Inc.: Feb. 26
Piper Aircraft: Jun. 46
Pitney-Bowes, Inc.: May 46
Polaroid Corp.: Jan. 30, 31; May 21; Jun. 93
Poseidon: Jun. 80
PPG Industries: Apr. 50, 76B
Pratt & Whitney: Jun. 44
Precision Castparts Co.: Mar. 42
Procter & Gamble: Apr. 49, 76B; May 102
Pueblo Canadian Petroleum Corp.: Apr. 89
Purex Corp.: May 56

Q

Quaker Oats Corp.: Feb. 33, 34
Quaker State Oil: Apr. 76

R

Ramada Inns: Mar. 34; Jun. 94
Rand-McNally Corp.: Mar. 71
RCA Corp.: Feb. 58
Reader's Digest Association: Feb. 33, 34
Reading & Bates Offshore Drilling: Jun. 33
REFAC Technology: Jun. 33
Reliance Electric Co.: May 78
Republic National Bank: Feb. 30
Retention Communication Systems: Jun. 9, 10
Reynolds, R. J., Industries: Feb. 37, 39; May 109, 110
Rheingold Corp.: Jan. 19
Rinfret-Boston Associates: Apr. 15
Rinfret Fund, Inc.: Apr. 16
Riviana Foods: Mar. 110
Rockefeller Bros. Fund: Apr. 69
Rockefeller, John D., 3rd, Fund: May 21
Rothschilds: Feb. 52
Royal Bank of Canada: Feb. 51
Royal Dutch/Shell: Feb. 82; Apr. 85
Ryan Bros.: Apr. 37

S

St. Joseph Lead: Apr. 76
Saxton, G. A.: Jun. 29, 32
Schenley Industries: Mar. 70
Schering Corp.: Apr. 46
Scott Paper Co.: Feb. 88
Seagram Distillers: Mar. 70
Sears, Roebuck & Co.: Jan. 72; Feb. 86, 88; Mar. 54 (X); May 21
Security Pacific National Bank: Mar. 42, 43
Sega Enterprises: May 51, 52, 53
Seatrain Lines: Jun. 63
Seattle First National Bank: Feb. 51, 52
Shearson, Hammill & Co., Inc.: Apr. 69
Shell Oil Co.: Jan. 28, 29; Apr. 85, 86
Signet Corp.: May 53
Signor Pizza: May 86
Singapore International Investment Bank: Jun. 82
Skil Corp.: Jun. 94
Smythe, R. M., & Co.: May 73
Sohio: Feb. 82
Solomon Bros.: May 30; Jun. 44
Sorg Printing: Apr. 63, 64, 65
Southern Railway: Jan. 68
Spartans Industries: Jan. 36
Speedlap: May 94
Sperry Rand Corp.: Feb. 58; Mar. 86
Standard Brands: Feb. 42
Standard Oil Co. of California: Mar. 41
Standard Oil Co. of New Jersey: Jan. 27, 28; Apr. 85, 86, 89; Jun. 10
Standard Pressed Steel: Mar. 72
Standard Register Co.: Feb. 39
State Street Investment Corp.: May 118
Statham Instruments: Mar. 110
Sun Oil: Jan. 25
Sundstrand Corp.: May 34
Swift & Co.: May 30
Syntex Corp.: Jan. 53

T

Tattersalls Ltd.: Jan. 46
Temco Service Industries: Jun. 31, 32
Tenneco Inc.: Mar. 58
Texaco Canada Ltd.: Jan. 28, 29
Texaco Inc.: Jan. 27 (X); Apr. 85, 86
Texas Gulf Sulphur Co.: Mar. 72
Texas Instruments Inc.: Feb. 30; May 92
Thomas & Betts Corp.: May 10
Thompson, J. Walter: Feb. 64; Jun. 10
3M Co.: May 46, 57
Tiburon Vintners: Jun. 31
Tradewinds Airways: Jun. 83
Trans Caribbean Airways: Feb. 81
Trans World Airlines: Feb. 81; Jun. 35, 37, 86, 89
Trust Co. of Chicago: Jun. 80
TRW, Inc.: May 35
Twentieth Century-Fox: Feb. 36

U

Union Oil of California: Jan. 28; Mar. 96
Union Camp Corp.: Jun. 44
Union Carbide: May 92
Uniroyal, Inc.: Apr. 73; May 34, 35; Jun. 41
United Air Lines: Feb. 81; May 68; Jun. 35, 36, 37, 89
United California Bank: Feb. 51
United Corporation: May 120
United Piece Dye: Jun. 11
United Refining Co.: Mar. 110
U. S. Steel Corp.: Mar. 58; Apr. 49, 50, 76B
U. S. Tobacco Co.: Jun. 40
Universal Studios: Feb. 36
University Computing Co.: Jan. 31
Uniworld Organization, S. A.: May 84, 86
Unterberg, C. E., Towbin Co.: Jun. 31

V

Vecco Instruments: May 92, 94
Volkswagen of America: Apr. 28A

W

Wagner Electric Corp.: Mar. 86
Waldbaum, Inc.: Jun. 33
Wallace-Murray Corp.: May 46
Walt Disney: Mar. 106
Warner-Lambert Co.: May 54
Washington Steel Corp.: Jun 55
Weirton Steel: May 67
Wellington Management Co.: Mar. 100A
Wells, Rich, Greene: Jun. 10
West Point-Pepperell: Jun. 11
Westdeutsche Landesbank Girozentrale: Feb. 51
Western Air Lines: Feb. 81; Jun. 35, 89
Western American Bank: Feb. 52, 54
Western Auto: Jun. 43
Western Bancorporation: Mar. 34; May 55
Western Electric: Apr. 14
Western Publishing: Jun. 32
Western Union: May 33, 34, 35
Westinghouse: May 78

Westralian International: Jun. 80
Weyerhaeuser Co.: Mar. 100B
Windsor Fund: Mar. 100A
Winn-Dixie Stores, Inc.: May 9
Winnebago Industries: Jun. 94
Woolworth, F. W., Co.: Feb. 88

X

Xerox Corp.: Jan. 30; Feb. 33, 34; Apr. 43; Jun. 40

Y

Yankelovich, Daniel, Inc.: May 21

Z

Zenith Radio Corp.: Mar. 100A

INDEX TO DUN'S REVIEW

JULY 1971 – DECEMBER 1971, VOLUME 98, NUMBERS 1 – 6

TITLES OF ARTICLES AND OF DEPARTMENTAL ITEMS LISTED UNDER ALPHABETICAL SUBJECT INDEX

KEY: (D) DEPARTMENTAL

–A–

ACCOUNTING
A Cool Look at 'Hot Pants' Accounting — Oct. 8

ART
From J & B to Dali (D) — July 59

ATOMIC
Big Shift at the AEC — Nov. 34

–B–

BANKING
The Big Push in the Swiss Banks — July 46

BUILDING
Shapell's Own Housing Boom (D) — July 58

BUSINESS FAILURES (D) (Monthly) — See Table of Contents

BUSINESSMEN'S EXPECTATIONS (D) — Sept. 109; Dec. 75

–C–

COMPANIES
Control Data's Bold Design — July 32
The Potter Problem (D) — July 58
From J & B to Dali (D) — July 59
Has Mattel Lost Its Magic — Aug. 40
Wyly's Texas Style Dream (D) — Aug. 54
Avery's Profit Establishment — Aug. 54
Can Jimmy Ling Do It Again? — Sept. 38
The Railroad Doctor (D) — Sept. 68
Three-Way-for-All (D) — Sept. 68
The Rite Aid Network (D) — Sept. 69
Technicolor: Red to Black (D) — Sept. 70
Swartzberg's Misfortune (D) — Sept. 74
The General and the Gusher — Oct. 34
Getting the Message at Western Union — Oct. 39
Fadeout for Fedway (D) — Oct. 60
The Wizard of Software (D) — Oct. 60
Riding With Radials (D) — Oct. 61
Ford and the Future (D) — Nov. 29
Chubb's Conservatism (D) — Nov. 58
King of the Jungle (D) — Nov. 59
Oil Filter to Clinics (D) — Nov. 60
The Big Switch at Pullman — Dec. 30
Scanning for Sales (D) — Dec. 48
Specialized Profits (D) — Dec. 48
The Concepts at Certain-teed (D) — Dec. 49

COMPENSATION
Ferment in Fringes — Dec. 34

CONGLOMERATES
Baseball-Conglomerate Style (D) — Nov. 81

CONSUMERISM
The Other Ralph Nader — Dec. 42

CRIME
Crime in the Office Building — Oct. 29

–E–

ECONOMICS
The Economy (Monthly Column) — See Table of Contents
A Clearer Crystal Ball? — July 50
Business Criticizes the New Economic Policy — Nov. 45
The Coming of the Managed Economy — Dec. 27

EMPLOYMENT
Job Termination Without Traumas (D) — Aug. 59

EXECUTIVE LIFE
The High Cost of Executive Divorce — Oct. 52
Caught in a Closely Held Company (D) — Dec. 57

EXECUTIVES
The New Executive Elite — July 25
The Embattled Corporate Secretaries — July 36
The Forum (D) — July 73
Financial Counseling: Worth the Price? — Aug. 29
Whatever Happened to the Organization Man — Sept. 58
Bachelor Executives: The Bold New Minority — Dec. 44
Is There Life After Forty? (D) — Dec. 55

–F–

FINANCE
Face-to-Face: Woes of Wall Street — Sept. 8

–G–

GOVERNMENT
Washington Desk (D) — Monthly Column
Watch Peter Flanigan — July 28
The Shrewd Diplomat (D) — July 59
Should the Government Rescue Companies? — Sept. 43
The Committee Business Must Watch — Oct. 36

–H–

HEALTH
New Fringe: T-Shirts and Trunks (D) — Sept. 79

HOTELS
Why Executives Hate Hotels — Sept. 46

–I–

INTERNATIONAL BUSINESS
The Big Push on the Swiss Banks — July 46
The Chase for Classic Cards (D) — July 65
The French Arms Invasion — Aug. 48
Japan's Free-Trader (D) — Aug. 55
The Gusher in North Sea Oil — Sept. 50
The Belgian Boom Goes On (D) — Sept. 81
Americans Go Home! — Oct. 46
Steak, Yes - Martinis, No (D) — Oct. 71
Sinologist at St. Paul (D) — Oct. 61
The Concan Challenge (D) — Dec. 61

INVESTMENTS
The Late Tape (D) — See Table of Contents
The Executive Investor (D) — See Table of Contents
A Second Chance in Tax-Exempts — Aug. 32
Cattle Feeding - and Lassoed Investors — Sept. 33
Partners in Profits - and Losses (D) — Oct. 67
The Apartment House Goes Public — Nov. 36
A Misdeed in Municipals? — Dec. 37

INVESTMENT BANKING
The Quite Turnaround in Private Placements — Sept. 53

–L–

LABOR
Can the Four-Day Week Work? — July 39
The Forum (D) — Sept. 99

LAW
Where Have All The Lawyers Gone? (D) — Nov. 75

TOPICS INDEX

–M–

MANAGEMENT

The Embattled Corporate Secretaries	July	36
Shapell's Own Housing Boom (D)	July	58
The Forgotten Front-Line Manager	Aug.	36
The New Youth Movement	Aug.	45
The Forum (D)	Aug.	73
The Big New Move to Measure Managers	Sept.	60
New Man for Corporate Growth	Nov.	47

MISCELLANEOUS

Dun's Digest (D)		

–O–

OFFICES

Are Our Office Buildings Firetraps?	Nov.	50

ORGANIZATION

The Forum (D)	Oct.	79

–P–

PERSONAL FINANCE

College Costs: Easing the Burden (D)	Dec.	51

PERSONALITIES

I Don't Have to Work, Of Course'	Nov.	42

–R–

RATIOS

The Ratios of Retailing (D)	Sept.	76
The Ratios of the Wholesalers (D)	Oct.	64
The Ratios of Manufacturing (D)	Nov.	62

–S–

SPORTS

'Paddle' - the New Executive Sport	Oct.	49

–T–

TAXES

When Is a Wife Deductible? (D)	July	63
Taxes: The Crucial Sixty Days (D)	Nov.	71

TECHNOLOGY

Silence is Golden (D)	Aug.	61
Boardroom Technologist (D)	Aug.	56
The Burgeoning Business in Artificial Kidneys (D)	Oct.	81
New Light for Electronic Imagery (D)	Nov.	83

TRANSPORTATION

Gassing Up to VIPs (D)	July	60
Mass Transit's Optimist (D)	Nov.	58

AUTHOR INDEX

—A—

ACKLEY, GARDNER

The Economy (Monthly)
Phase Two Price Controls — Dec. 11

—B—

BERKWITT, GEORGE J.

The New Executive Elite — July 25
The Forgotten Front-Line Manager — Aug. 36
Silence is Golden — Sept. 61
The Big Move to Measure Managers — Sept. 60
New Light for Electronic Imagery — Nov. 83
Bachelor Executives: The Bold New Minority — Dec. 44

BRADY, RAYMOND J.

The Late Tape — July 9
The Late Tape — Aug. 9
Face to Face: Woes of Wall Street — Sept. 8

BUTKUS, ALVIN A.

Control Data's Bold Design — July 32
The Potter Problem — July 58
The New Youth Movement — Aug. 45
Wyly's Texas-Style Dream — Aug. 54
Can Jimmy Ling Do It Again? — Sept. 38
Three-Way-Free for-All — Sept. 68
The General and the Gusher — Oct. 34
Getting the Message at Western Union — Oct. 39
Ford and the Future — Nov. 29
The Big Switch at Pullman — Dec. 30
Specialized Profits — Dec. 48

—C—

CULBERTSON, D.H.

Baseball-Conglomerate Style — Nov. 81

—G—

GILBERT, JACK J.

Ode to Line vs. Staff—A Perspective — Oct. 79

—H—

HERSHMAN, ARLENE

A Second Chance in Tax-Exempts — Aug. 32
The Quiet Turnaround in Private Placements — Sept. 53
The Rite Aid Network — Sept. 69
The Apartment House Goes Public — Nov. 36
Chubb's Conservatism — Nov. 58
A Misdeal in Municipals? — Dec. 37
Scanning for Sales — Dec. 48

HERZBERG, EILEEN

The Chase for Classic Cars — July 65

—L—

LEKACHMAN, ROBERT

The Economy (Monthly)
The High Price of National Pride — July 13
The Waning Game Plan — Aug. 13
Will the New Economic Policy Work? — Oct. 99

LEVY, ROBERT

A Clearer Crystal Ball? — July 50
Gassing Up the VIPs — July 60
Boardroom Technologist — Aug. 56
Whatever Happened to the Organization Man? — Sept. 58
'Paddle' - The New Executive Sport — Oct. 49
Fadeout for Fedway — Oct. 60
Sinologist at St. Paul — Oct. 61
Riding With Radials — Oct. 61
Oil Filters To Clinics — Nov. 60
The Other Ralph Nader — Dec. 42

—M—

MARGETTS, SUSAN

Is There Life After Forty? — Dec. 55

MARTIN, NEIL A.

Can the Four-Day Week Work? — July 39
Japan's Free-Trader — Aug. 54
Should the Government Rescue Companies? — Sept. 38
The Burgeoning Business in Artificial Kidneys — Oct. 81
Are Our Office Buildings Firetraps? — Nov. 50

MORRIS, HAL

The Forum — July 73

MURRAY, THOMAS J.

Shapell's Own Housing Boom — July 58
Has Mattel Lost Its Magic? — Aug. 40
Avery's Profit Establishment — Aug. 54
The Railroad Doctor — Sept. 68
Technicolor: Red to Black — Sept. 68
The High Cost of Executive Divorce — Oct. 52
The Wizard of Software — Oct. 60
New Man for Corporate Growth — Nov. 47
King of the Jungle — Nov. 59

—P—

PERHAM, JOHN

The Embattled Corporate Secretaries — July 36
From J & B to Dali — July 59
Financial Counseling: Worth the Price — Aug. 29
Why Executives Hate Hotels — Sept. 46
Crime in the Office Building — Oct. 29
Where Have All the Lawyers Gone? — Nov. 75
Ferment in Fringes — Dec. 34
The Concept at Certain-teed — Dec. 49
College Costs: Easing the Burden — Dec. 51

—R—

ROBERTSON, JAMES D.

The Forum — Aug. 73

ROSEN, GERALD R.

Washington Desk — Monthly Column
Watch Peter Flanigan — July 28
The Shrewd Diplomat — July 59
Swartzberg's Misfortune — Sept. 74
The Belgian Boom Goes On — Sept. 81
The Committee Business Must Watch — Oct. 36
Big Shift at the AEC — Nov. 34
'Mass Transit's Optimist — Nov. 58
The Coming of the Managed Economy — Dec. 27

ROSS-SKINNER, JEAN

The Big Push on the Swiss Banks — July 46
The French Arms Invasion — Aug. 48
The Gusher in North Sea Oil — Sept. 50
Americans, Go Home — Oct. 46
'I Don't Have to Work, Of Course' — Nov. 42
The Concan Challenge — Dec. 61

—S—

SMITH, HAROLD

Caught in a Closely Held Company — Dec. 57

SZUPROWICZ, BOHDAN

Steak, Yes-Martinis, No — Oct. 71

—W—

WEIDENBAUM, MURRAY L.

The Economy: Profits and Phase Two — Nov. 11

WILLIAMS, LYNNE

Taxes: The Crucial Sixty Days — Nov. 71

WYANT, ROWENA

Business Failures — Monthly Column
Businessmen's Expectations — Dec. 75

COMPANIES, BANKS, INSTITUTIONS-etc. INDEX

A

ACF Industries: Dec. 30
AMF Beaird: Aug. 64
AMX-13: Aug. 49
AMX-30: Aug. 49, 50
A.T.&T: July 27, 38, 39; Aug. 47, 54; Sept. 59, 61; Oct. 39
Abbott Laboratories: Sept. 61
Ajax Hardware: Aug. 26
Alco Standard: Sept. 54
Allied Chemical Corp: Aug. 39
Allied Maintenance: July 75
Alouette: Aug. 50, 52
Aluminum Co. of America: July 26
Alvardo Fund: Sept. 36
Amco Industries: Sept. 74
Amerada: Sept. 51
American Airlines: Sept. 59
American Broadcasting Co.: Dec. 46
American Can: July 40, 54; Aug. 47; Sept. 79
American Chain & Cable: Aug. 36
American Chemical Society: Aug. 22
American Courier Corp.: Nov. 60
American Cyanamid: Nov. 95
American Hospital Supply Corp.: Oct. 83
American Housing Partners: Nov. 36
American Institute of Certified Public Accountants: Oct. 11
American Management Assoc.: July 26
American Motors: Nov. 29
American Oil: Nov. E88C
American Optical: Aug. 62, 64
American Regital Co.: Sept. 69
American-Standard: July 26
American Tourister: Dec. 43
American Trucking Associations: Aug. 64
Americana Hotel: Sept. 48
Amicon Corp.: Oct. 84
Amoco Europe: Sept. 50, 51
Amtrak: Dec. 29
Anaconda Corp.: Aug. 45, 47; Sept. 42; Nov. 89
Armour: July 50
Armstrong Cork: Aug. 61, 64
Associated Spring Corp.: Aug. 38
Associates Investment Co.: Sept. 55
Atlantic Richfield: Aug. 56; Oct. 34; Nov. 89
Atomic Energy Commission: Nov. 35 (X)
Atomics International: Nov. 35
Audio Magnetics: Aug. 43
Austral Oil: Oct. 35
Automobile Manufacturers Assoc.: Aug. 64
Avery Products Corp.: Aug. 54

B

B.M.W.: Nov. 32
Babcock & Wilcox: Nov. 35
Baby Tender Love: Aug. 41
Baird & Co.: Nov. 36
Baltimore Gas and Electric: Nov. 90
Bank of America: July E66B
Bankers Trust: July 47
Barbie Doll: Aug. 40
Barnes Engineering: Nov. 84
Barron's Weekly: Oct. 76E
Battelle Memorial Institute: Nov. 86
Baxter Laboratories: Sept. 82; Oct. 83
Baxter Labs: Oct. 83
Beatrice Foods Co.: Sept. 84
Bechtel: Oct. 6
Beckman Instruments: Nov. 84, 90
Bellemeade Corp.: Nov. 58
Bendix Corp.: Nov. 86; Dec. 32
Bethlehem Steel: Dec. 29, 36
Biomedical Resources Corp.: Oct. 83
Boeing Co.: Aug. 62; Nov. 84
Boise Cascade: Sept. 53; Dec. 36
Booz, Allen & Hamilton: Aug. 36; Sept. 59
Borden Co.: Sept. 74
Borg-Warner Corp.: July 45
Boston Gas Co. Nov. E88B
Bow Valley Industries: Sept. 101
Bozell & Jacobs: Oct. 19
Braniff Airways: Sept. 42
Bristol-Myers Co.: July 39; Dec. 43
British General Electric: Sept. 42
British Petroleum Corp.: Sept. 50, 97
Brownson & Associates, Inc.: Aug. 30
Buick: Nov. 32
Burlington Industries: Aug. 62; Sept. 55
Burmah Oil: Sept. 52
Burns & Roe: Oct. 6
Burroughs: Aug. 9, Nov. 84

C

CCI Corp.: Oct. 81
CCI Marquardt: Oct. 83
CNA - Financial: Nov. 58
CPI Microwave: Oct. 40
Canadian Superior Oil: Sept. 101
Capel, James & Co.: Sept. 50
Capri: Nov. 32
Carrier: Oct. 101
Celanese: Aug. 29; Nov. 78
Central & South West: Dec. 71
Century Plaza: Sept. 49
Ceres Cattle Co.: Sept. 35
Certain-teed Products Corp.: Dec. 49
Chapparal: Aug. 49
Chase Manhattan Bank: Aug. 45; Sept. 101; Oct. 54
Chemetron Corp.: July 22
Chemical Bank: July 47
Cherry Hill Inn: Sept. 49
Chesapeake and Potomac Telephone: Aug. 47
Chevrolet Vega: Nov. 32
Chicago Bridge & Iron Co.: Aug. 75
Chrysler: Sept. 81; Nov. 29, 32
Chubb Corp.: Nov. 58
Church's Fried Chicken: Sept. 54
Citizens and Southern National Bank: Aug. 45
Clark Equipment: Sept. E90
Clevite: Dec. 43
Co-Build Co.: July 9
Coastal States Life Ins.: Nov. 56
Cobe Laboratories, Inc.: Oct. 83
Coloney, Cannon, Main & Pursell: Sept. 22
Columbia Broadcasting System: Nov. 84
Combustion Engineering: Aug. 75; Nov. 35
Commanche Year End '70 Cattle Feeding Program: Sept. 36, 37
Commercial Credit: July 35, 69
Commonwealth Edison: Nov. 90
Commonwealth Scientific: Oct. 84
Communication Satellite Corp.: Aug. 56
Computing and Software: Oct. 60, 61
Concorde: Aug. 48
Congoleum Industries: July 45
Consolidated Edison: Nov. 90
Continental Can: Dec. 61 (X)
Continental Corp.: Nov. 58
Continental Mark IV: Nov. 32
Continental Oil: Sept. 59
Control Data Corp.: July 33 (X); Aug. 9; Nov. 84, 88
Cordis-Dow: Oct. 83
Crane: Nov. 90
Crotale: Aug. 49
Cyrus Lawrence and Co.: Sept. E89

D

Dart Industries: Nov. 47
Datsun: Nov. 29
"Dawn" Aug. 41
Deegan Co., Thomas J.: Sept. 24
Delta Airlines: Nov. 28
Denver & Rio Grande Western: Sept. 68
Diamond International: Sept. 54
Dictaphone Corp.: Aug. 26
Digital Equipment: Nov. E, S, W88
Dow-Cordis Corp.: Oct. 84
Drake-Willock Systems: Oct. 83
Duke Power Co.: Nov. 90
Dun's: Oct. 76E
Dynamics Corp. of America: Nov. 84

E

Earth Resources Technology Satellite: Nov. 86
Eastman Kodak: Nov. 84
EG&G: Nov. 90
Ekofisk: Sept. 96, 97, 102
El Paso Natural Gas: July 31
Eli Lilly and Co.: July 51, 54
Entac: Aug. 49
Enterprise Fund: Sept. 8
Equitable Life Assurance Society: Sept. 53
Escort: Nov. 32
ESSFAC: Sept. 62, 64
Ethyl Corp.: Oct. 6
Excelsior Life Insurance Co.: Sept. 62
Exec Air, Inc.: July 60
Executive Jet Aviation: Dec. 45
Exocet: Aug. 52
Extracorporeal: Oct. 83

F

Fairlane: Nov. 30
Falcon: Nov. 30
Fat Track: Aug. 41, 43
Federated Dept. Stores: Oct. 60
Ferro: Aug. 61
F5-Fighter: Aug. 50
Fiat: Oct. 88
Firestone: Dec. 43
First Jersey National Bank: Sept. 54
First National Bank of Chicago: July 47
First National Bank of St. Paul: Oct. 61
First National City Bank: Aug. 26
First National City Bank of New York: July 47
First National City Corp.: Aug. 47, Nov. 58
First Pennsylvania Banking and Trust Co.: Aug. 45
Fischback & Moore: Aug. 77
Florida Power Co.: Dec. 71
Flower Corp.: Dec. 32
Fluor: Oct. 6
FMC: Oct. 6
Forbes: Sept. 8
Ford: Oct. 54; Nov. 29 (X); Dec. 43
Ford Custom: Nov. 32
Ford Galaxie: Nov. 32
Ford LTD: Nov. 32
Foster Wheeler: Nov. 90
Four Seasons Nursing Homes: Sept. E89
Foxboro: Nov. E, S, W 88, 90
Frelon: Aug. 50
Functional Appraisal Internal Review: Sept. 62, 64

G

GAF: Aug. 62
General American Transport: Dec. 30
General Cable: Sept. 42
General Dynamics: Nov. 35
General Electric: Aug. 62, 64, 71, 76; Sept. 55, 61; Oct. 31, 40, 48, 54; Nov. 35, 84, 90; Dec. 36
General Felt Industries: Sept. 40, 42
General Foods: Aug. 29
General Mills: Dec. 35, 36
General Motors: July 35, 36, 39; Sept. 81; Oct. 31; Nov. 29, 30, 32, 78, 96
General Motors Acceptance Corp.: Sept. 55
General Telephone and Electronics: Oct. 31
General Tire and Rubber: Sept. 54
Geophoto Services: Nov. 86
Georgia-Pacific: July 40
Getty Oil: Nov. 42
Gillette: Dec. 43
Goodrich, B.F.: July 26; Oct. 61, 62
Goodyear: Sept. 81; Oct. 26
Grace, W.R.: Oct. 6
Gramco: Sept. E89
Groesbeck, Arthur J. & Associates: Sept. 33
Grolier and Harvey Aluminum: Sept. 53
GTE Sylvania Inc.: July 26; Nov. 84
Gulf: Sept. 97; Nov. 35; Nov. E88C
Gulf General Atomic: Nov. 35
Gulf and Western: Oct. 8; Nov. 47, 49

H

Halcon Instrumental: Aug. 56
Hamilton Brothers Petroleum: Sept. 52
Handy Associates: Aug. 59
Harrier Jump Jet: Aug. 48
Harris & Walsh: Oct. 31
Harsco Corp.: July 40
Hartford Insurance: Oct. 12
Hasbrough: Aug. 41
Hawk: Aug. 49
Hay, Edward N. Associates: Aug. 30
Heidrick & Struggles: Sept. 59
Hewlett-Packard: Aug. 62; Nov. 90
Hilton: Sept. 46, 48
Hoffman Electronics Corp.: July 40
Hoffman-LaRoche: Oct. 32
Holiday Inn: Sept. 49
Home Oil: Sept. 51
Honeywell: Aug. 9; Sept. 81; Nov. E, S, W 88; Nov. 84, 90
Hot Birds: Aug. 41
Hot Line: Aug. 41
Hot Wheels: Aug. 41
Hughes Aircraft: Nov. 86
Humble Oil: Nov. E88C
Hydrocarbons, G.B.: Sept. 97

I

Ideal Toy: Aug. 41
Imperial Chemical Industries: Sept. 52
Information Displays and Adage, Inc.: Nov. E, S, W 88
Ingersoll-Rand: Nov. 90
Institute for International Studies and Training: Oct. 71 (X)
Integrated Management Planning and Control Technique: Sept. 61
Intelectron Corp.: Aug. 56
International Business Machines: July 26, 33, 34, 35, 58, 69; Aug. 9; Sept. 81; Oct. 31 40, 54; Nov. 84; ESW 88; Dec. 46
IBM 6430: July 19; Sept. 61
International Computers Ltd.: Aug. 9
International Multifoods: Oct. 21
International Nickel: Aug. 29
International Paper: Aug. 47

International Silver: Aug. 36
International Telephone and Telegraph: July 27, 38; Sept. 81, Oct. 12, 40, 54; Nov. 47
Investment Bankers' Association: July 28
Investors Diversified Services: Sept. 8
Investors Overseas Services: Oct. 9

J

JAT Industries: July 19
J & B Scotch: July 60
J.C. Penny: Aug. 42
Jaguar: Aug. 48
Jersey Standard: Nov. 89
John Marshall Hotel: Sept. 49
Johns-Manville Co.: July 27; Aug. 45, 47, 61; Nov. 78
Jones & Laughlin: Sept. 42

K

Kaiser Engineering: Oct. 6
Kate Greenway Industries: Aug. 22
Kaufman & Broad: Nov. 36, 38
Kellog, M.W.: Dec. 30, 32
Kennecott Copper: Aug. 38
Kerr-McGee: Nov. 89
Kidder, Peabody & Co.: Nov. 36
Kimberly-Clark: Aug. 61; Sept. 61
Kingsport Press: Sept. 62
Kinney Services: Aug. 43
Knott Hotel Corp.: Sept. 46
Koppers: Aug. 61
Korvette, E.J.: Sept. 69

L

LTV Corp.: Aug. 45; Sept. 39, E92, E94
La Coquille: Sept. 49
Lear Siegler: Sept. 54
Leasco Corp.: Dec. 45
Leeds & Northrup: Nov. 90
Lehman Brothers: Sept. E89
Lever Brothers: July 51
Levingston Shipbuilding: July 10
Libbey-Owens-Ford: Nov. 96
Life Extension Institute: Sept. 79
Lightnings: Aug. 52
Lincoln - Mercury: Nov. 32
Lion County Safari, Inc.: Nov. 59, 60
Litton Industries: Sept. 69; Oct. 8, 40, 54
Lockheed: July 30; Aug. 62; Sept. 43 (X)
Loeb Rhodes & Co.: July 35
Loew's Hotels: Sept. 47
Loew's Theaters: Sept. 59
Loral Corp.: July 45
Louisville Gas & Electric: Dec. 72
Lunkheimer and Rockwell Manufacturing: Nov. 90

M

Mapco: Sept. 101
Macy, R.H.: Sept. 61
Magnavox: Nov. 84
Mailgram: Oct. 42
Manpower, Inc.: July 76
Manufacturers Hanover Trust Co.: Aug. 45
Marathon Oil: Sept. 52, 97
Marriott Corp.: Sept. 49
Masco: Oct. 103
Mattel, Inc.: Aug. 40 (X)
Maverick: Nov. 29, 30
Memorex: July 10
Mercedes - Benz: Nov. 32
Merck: July 54
Merrill, Lynch, Pierce, Fenner & Smith: Nov. 36
Metal Box Co.: Dec. 61, 65
Metroframe: Aug. 43
Metropolitan Life: Nov. 78
Microwave Communications of America: Oct. 40
Microwave Service Co.: Oct. 40
Middle South Utilities: Dec. 72
Milton Roy Co.: Oct. 83
Mine Safety Appliances: Aug. 62
Mirage: Aug. 48, 50
Miltran: Oct. 40
Mobil Oil: July 26; Aug. 45; Oct. 93
Mogen David Wine Corp.: Sept. 74
Monsanto: July 51; Aug. 71; Sept. 52, 55, 82, E90; Nov. 84
Montego: Nov. 32
Montgomery Ward: Sept. 69; Oct. 54
Motorola, Inc.: July 27; Sept. 61, 62; Nov. 86
Movielab, Inc.: Sept. 70
Mustang: Nov. 30
McDonnell Douglas: Nov. 84
McKinney & Co.: Aug. 30

N

National Aeronautic and Space Administration: Oct. 40
National Association of Purchasing Management: July 26
National Bank of North America: Sept. 59
National Bank of Switzerland: July 47
National Cash Register: July 34; Aug. 9; Sept. 69
National Gypsum: Oct. 103
National Homes: Oct. 101
National Lead: Aug. 62; Nov. 89
National Starch and Chemical Corp.: Dec. 48
National Student Marketing: Sept. E89
Natomas Co.: Oct. 34, 93
Nebraska Consolidated Communications: Oct. 40
New York Central: Sept. 68
New York Life Insurance: Sept. 79
New York Penn Microwave Corp.: Oct. 40
New York World Trade Center: Nov. 56
Nihon Atlantic Co.: Aug. 56
Norsk Hydro: Sept. 96
North American Rockwell Corp.: July 40, 45; Nov. 84
North Sea Oil: Sept. 97
Northern Illinois Gas Co.: July 40, 45
Northrup: Aug. 50, 52
Northwest Industries: Sept. 54
Norton Co.: Dec. 46
Norton Simon: Aug. 45; Sept. 70
Norwegian Consortium: Sept. 96
Nuclear Fuel Services, Inc.: Nov. 89

O

Office of Management and Budget: July 59
Okonite: Sept. 40, 42
Oldsmobile: Nov. 32
Olivetti Underwood Corp.: Sept. 69
Omega-Alpha: Sept. 39 (X), E92
Oppenheimer Industries: Sept. 36, 37
Organization of Petroleum Exporting Countries: Sept. 50
Owens Corning: Sept. 81

P

P-530 Cobra: Aug. 52
PPG Industries: Aug. 61, 71
Paine, Webber, Jackson & Curtis: Nov. 36
Pan American World Airways: Sept. 61; Dec. 24
Panhard Armoured Cars: Aug. 50
Partricof Associates, Alan: Oct. 67
Peacekeeper: Aug. 64
Penn Central Transportation: Sept. 44, 68; Oct. 9
Penney, J.C.: Oct. 33
Petro-Lewis Securities Corp.: Sept. 36
Petronord: Sept. 50
Peugeots: Nov. 32
Phelps Dodge: Sept. 42
Philco Ford: Aug. 49; Nov. 30, 84
Phillips Petroleum: Sept. 50, 81, 84, 86, 96, 102
Pict Petroleum: Sept. 52
Pierre: Sept. 46
Pillsbury Co.: Aug. 71; Sept. 59; Dec. 45
Pinkerton's: July 75
Pinto: Nov. 29, 32
Pitney Bowes: Sept. 69
Plaza: Sept. 46
Pontiac: Nov. 32
Porsche: Nov. 32
Potlach Forests: Aug. 45
Potter Instrument Co.: July 58
Prudential Life Insurance: Sept. 53
Public Affairs Council: July 27
Public Service Co. of Indiana: Dec. 72
Pullman Inc.: Dec. 30 (X)
Purex Corp.: Aug. 45
Purolator, Inc.: Nov. 60
Quaker Oats: Aug. 71

R

RCA Computer Service: Aug. 64
Radio Corp. of America: July 36, 38, 51, 58; Sept. 61; Oct. 40; Nov. 78
Ranger Oil: Sept. 52
Raytheon Co.: July 26; Aug. 49, 62; Nov. 84, ESW 88
Realemon Co.: Sept. 74
Reconstruction Finance Corp.: Sept. 44
Regency Hotel: Sept. 46, 48
Renault: Nov. 32
Republic Corp.: Aug. 45
Rheem Manufacturing: July 45
Ringling Brothers - Barnum & Bailey: Aug. 40
Rite Aid Corp.: Sept. 69, 70
Roger Mortimer & Co.: Sept. 50
Rohn & Haas: Oct. 6
Rothschild & Salwen: July 63; Aug. 30
Royal Coach Motor Inn: Sept. 49
Royal Dutch Shell: Sept. 50; Oct. 34
Rrrumbler: Aug. 41
Rubber Manufacturing Association: Aug. 64

S

SCM Corp.: July 40
SCOA Industries: Sept. 54
Saab: Nov. 32
Saab-Dracken: Aug. 48
Salomon Brothers: Sept. 53
Sanders Associates: Nov. 84, Nov. ESW 88
Scan-Data: Dec. 48
Schlage Lock Co.: Dec. 43
Schlumberger: Sept. 102
Schmalback-Lubeca Werke: Dec. 61, 62, ESW 64
Schulz Tool and Manufacturing: Nov. 60
Scientific Management Corp.: Sept. 62
Scott-Fetzer: Nov. 97
Scott Paper: Aug. 61, 64
Scovill Manufacturing: Aug. 26
Sears, Roebuck: Sept. 61, Nov. 56
SERVISCO: July 76
Servomation: July 76
Shapell Industries: July 58
Shell Oil: Sept. 96; Nov. E88C
Sibson & Co.: Aug. 70
Siemens: Aug. 9
Signal Cos.: Nov. 47
Signal Oil: Sept. 97
Simca: Nov. 32
Singer Co.: Sept. 69; Nov. 48
Sizzler: Aug. 41
Smith, Barney & Co.: Sept. 55; E89
Sotheby & Co.: July 65
Southern Pacific Communications Co.: Oct. 40
Spacemaker Equipment Corp.: July 19
Spanish Oaks Apartments, Ltd.: Nov. 36
Sperry Rand: July 34; Aug. 62; Oct. 40; Nov. 84, ESW88
Standard Oil Co. of California: Aug. 45; Oct. 34
Standard Oil (Indiana) July 54; Sept. 51, 102
Standard Oil of New Jersey: Aug. 29, 30, Sept. 5o, 51, 61, 79, 81; Dec. 36
Stanley Works: Aug. 38
Star: July 35
Stratford: Sept. 36
Strawbridge & Clothier: Sept. 69
Studebaker-Worthington: Nov. 90
Stuyvesant Asset Management: Dec. 36
Sumitomo Naugutuck: Aug. 55
Sweden Freezer Manufacturing: Oct. 83
Swift & Co.: July 27
Swindell-Dressler: Dec. 30
Swiss Bank Corp.: July 47, 48
Swiss Credit Bank: July 47
Synercap Corp.: Oct. 19

W

Wackenhut Corp.: July 75
Waldorf-Astoria: Sept. 46, 47
Walston and Co.: Sept. E89
Waltham Industries: Sept. 106
Warnaco: Aug. 39
Weis, Voisin & Co.: Sept. 24
West Point-Pepperell: Sept. 54
West Texas Microwave: Oct. 40
Western Electric: Aug. 29, 30; Oct. 31
Western Gear: Oct. 83
Western International: Sept. 49
Western Pacific Railroad: Sept. 68
Western Tele-Communications: Oct. 40
Western Trading Co.: Sept. 37
Western Union: Aug. 54; Oct. 39 (X)
Westinghouse: Sept. 61; Oct. 48; Nov. 35, 84, 97; Dec. 36, 43
Westinghouse Research Laboratories: Oct. 26
Westvaco Corp.: Aug. 38